SONY

DSC-S730

Cyber-shot® Digital Still Camera

The Sony DSC-S730 boasts enhanced shooting functions at an affordable price. You can capture photos with a high level of detail thanks to its 7.2 megapixel resolution, 3x optical zoom lens, and a large, 2.4"[1] LCD screen. High ISO sensitivity helps reduce blur when shooting indoors or at twilight, even without flash.

- 7.2 Megapixel Super HAD™ CCD
  More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- 3X Optical Zoom Lens
  3X optical zoom brings distant subjects closer to help you capture sharp, detailed long shots and quickly frame images for better composition -- great for family sports, outdoor fun, and travel photos.
- 2.4"[1] LCD Display
  The bright 2.4"[1] LCD display makes it easy to compose shots, check results, share your photos, and read camera menus, even in full sunlight.
- 5-Point Auto Focus
  A five-point auto focus evaluates your shot at 5 points on your screen -- so you'll get great results even with off-center subjects that make interesting photo compositions.
- High Sensitivity (ISO 1250) Mode
  For sharp, flash-free photos without blur, high sensitivity (ISO 1250) allows shooting at higher shutter speeds for better pictures in low-light conditions -- great for birthday parties, indoor gatherings, and candid portraits.
- Convenient Photo Modes
  To adjust quickly for specific shooting situations, you can choose from several convenient photo modes, including Auto, Program Auto, and Scene Selections such as Twilight, Twilight Portrait, Landscape, Soft Snap, Snow, High Sensitivity, and Beach environments.
- QVGA Movie Mode
  Capture 320 x 240 audio/video clips at high frame rate (up to 30 frames per second[7]). The maximum length of time you can shoot continuously is about 10 minutes.
- Smart Zoom® Feature[5]
  The Sony Smart Zoom® feature [5] intelligently "crops into" the central portion of interest in your photo, helping avoid the image degradation of other digital zooms.
- Burst Mode
  You can fire off up to 3 shots at Approx.1.2 second intervals at any resolution (VGA to full) -- a great way to capture a child's first steps or a pet's best tricks.(Approx. 0.8fps(3 shots))
- Histogram
  Histogram display gives you more control over your images with the ability to optimize exposure adjustments for better detail in both light and dark areas of a photo.
- 22 MB[2] Internal Memory
  Even if you forget your flash memory card, you can get the shot because 22 MB[2] internal memory lets you capture a limited number of shots with in-camera convenience, then easily transfer your shots to a PC or optional Memory Stick Duo™ media.
- Memory Stick Duo™ Media Convenience
  A built-in slot accepts optional Memory Stick Duo™ media or Memory Stick PRO Duo™ media -- the compact, high-capacity storage media that make it easily to upload photos to your PC and are compatible with millions of devices worldwide.
- Direct Playback button
  Direct Playback Button provides one-touch ability to review images while shooting, or quickly start up Playback Mode from power-off status.
- Picture Motion Browser Software
  Supplied software makes it easier to upload, organize, and search photos on your PC. When shooting photos using your camera and an optional GPS unit, the software even provides a convenient map view function that lets you sort photos by location and display their origin on a world map.

2.4" LCD monitor

OPTICAL 3× ZOOM

Effective 7.2 MEGA PIXELS

MEMORY STICK®

SONY

DSC-S730

Cyber-shot® Digital Still Camera

Specifications

General

Megapixel: 7.2 MP

Imaging Device: 1/2.5" Super HAD™ CCD

Recording Media: 22MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media

Convenience

Still Image Mode(s): JPEG: Normal, Burst

Hardware

LCD: 2.4"[1] (112K Pixels TFT LCD Screen)

Viewfinder: N/A

Lens Construction: 6 Elements in 5 Groups (including 3 aspheric elements)

Microphone/Speaker: Yes/Yes

Lens Type: Sony

Docking Station: N/A

Optics/Lens

Focal Length: 5.8 to 17.4 mm

35mm Equivalent: 35-105mm

Aperture: Auto and Program Auto: f2.8(W) - f9.7(T)

Focus: Preset --- (0.5m / 1.0m / 3.0m / 7.0m / Unlimited distance)

Focal Distance: Normal Minimum: 19 3/4" (50cm)

Shutter Speed: Auto(1/8 - 1/2000) / Program Auto(1" - 1/2000)

ISO: Auto / 100 / 200 / 400 / 800 / 1250

Filter Diameter: N/A

Smart Zoom® Technology: Smart Zoom / Precision Digital Zoom / Off

Digital Zoom: 0-2.0X (Precision)

Optical Zoom: 3X

Macro Mode: Yes

Total Zoom: 6X

Minimum Focus Distance: W: Approx. 19 11/16(50cm) - Infinity / T: Approx. 19 11/16 (50cm) - Infinity

EV Compensation: Plus / Minus 2.0EV, 1 / 3EV step

Power

Battery Type: AA Alkaline batteries: 3.0V

Software

Supplied Software: Windows: Picture Motion Browser Vers 2.2

Operating System Compatibility: Microsoft® 2000 Professiona, XP Home and Professional, Macintosh® OS 9.1/9.2, OS X (10.0-10.4)

Dimensions

Weight: 4.9 oz (140 g) Body; 6.7 oz. (189 g) including Battery and optional Memory Stick Duo™ Media

Measurements: 3-5/8" x 2-3/8" x 1 1/8" (91.4 x 61 x 29.1 mm)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Supplied Accessories

Battery (AA Alkaline x2)

Dedicated AV cable

Dedicated USB cable

Wrist strap

Software CD-ROM

Note: Memory Stick PRO Duo™ Media or adaptors are note included.

Optional Accessories

Cyber-shot® Starter Kit (ACC-CN3TR)

GPS Unit Kit (GPS-CS1KA)

Memory Stick PRO Duo™ Media (MSX-256S)

Memory Stick PRO Duo™ Media (MSX-1GS)

Memory Stick PRO Duo™ Media (MSX-1GN)

Memory Stick PRO Duo™ Media (MSX-2GN)

Memory Stick PRO Duo™ Media USB Adaptor (MSAC-US30)

Multi-slot Memory Stick® Adaptor (MSAC-USM1)

Note: Memory Stick PRO Duo™ Media or adaptors are not included.

Color: Silver

UPC Code: 027242724938

1 : Viewable area, measured diagonally.
2 : Available storage capacity may vary and a portion of the memory is used for data management functions.
3 : HD viewing requires a Sony HD connector cable or HD Cyber-shot Station® cradle and HDTV. All sold separately.
4 : Music tracks can be up to five minutes long. When using Music Transfer to download music, tracks longer than five minutes will be reduced to five minutes when uploading to the Cyber-shot.
5 : Smart Zoom® feature will not work at highest resolution setting.
6 : Up to 6 shots while in Smile Shutter mode.
7 : Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.
8 : Special TV settings are required. Further details are available in the BRAVIA® instruction manual.

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